

## REQUEST FOR PROPOSAL

### INTRODUCTION

The Michigan Office of Highway Safety Planning (OHSP) is soliciting proposals for services to conduct, evaluate, and make recommendations based on a Direct Observation Survey to determine the Safety Belt Use and Hand-Held Use Rate in Michigan for FY16. Securing the services of an outside researcher will ensure that a comprehensive survey is developed, conducted, and evaluated independently. This proposal is only available to universities and non-profit research agencies.

### BACKGROUND

Traffic crashes remain the number one cause of death before age thirty-five and a leading cause of death at all ages. The use of safety belts is a simple and effective method of reducing injuries and deaths in motor vehicle crashes. To increase safety belt use and decrease fatalities and injuries, Michigan has required the use of safety belts by front seat occupants of motor vehicles since 1985 and has allowed primary (standard) enforcement of this law since 2000.

The Office of Highway Safety Planning (OHSP) has commissioned an annual survey to determine the statewide safety belt use rate every year since 1983. This survey became more formal and consistent with the implementation of federal guidelines for safety belt surveys in the early 1990s. Since 2002, Michigan has participated in the national *Click It or Ticket* mobilizations around Memorial Day, with a corresponding Direct Observation Survey.

### PURPOSE

Statewide safety belt surveys provide a consistent basis of comparison for passenger safety and the success of traffic safety programs. The grantee shall carry out two waves of statewide safety belt surveys and report the results. The expected steps in this process are: review and design a survey methodology based on current NHTSA requirements; retain and train observers for the survey; observe and record safety belt use along with selected demographic characteristics; analyze the resulting data; prepare reports on the findings; and respond to any questions from OHSP, NHTSA, or the media concerning the observations and report.

### REQUIRED SCOPE OF WORK

Task #1: The observation methodology and report must comply with all federal criteria for observational surveys of safety belt use, currently in the Federal Register at <https://www.federalregister.gov/articles/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>. Please note the safety belt use certification requirements. These criteria require a full comprehensive explanation of the methodology employed, as well as providing the safety belt use for each category of vehicle. Final uniform criteria may differ, and the grantee is required to be in compliance with those, which may require grant amendments if there are substantial differences.

Task #2: The grantee shall send OHSP a copy of its draft proposed methodology and selection sites as well as back-up sites and schedules by November 6, 2015 for review. OHSP will review the proposed methodology and provide any comments, recommendations, or concerns to the grantee no later than November 20, 2015.

Task #3: The grantee shall review comments by OHSP and send a final copy of the methodology to OHSP by December 4, 2015. The grantee must submit final methodology to NHTSA for approval before no later than January 4, 2016. It is important to allow ample time for the NHTSA review in the event changes must be made for compliance. If approval is not granted, the grantee must make the necessary changes to obtain compliance within two weeks. All documents must be sent to OHSP and NHTSA if changes are required.

Task #4: The grantee shall hire and train observers and quality control field personnel no later than one week before the observations begin on May 31, 2016 and September 6, 2016. The grantee shall provide a copy of the training materials to OHSP prior to the training. Any revisions of the training materials must be submitted to OHSP within three days of the revision.

Task #5: The grantee shall provide OHSP with the preliminary safety belt and hand-held device use rate, as determined by the observations, by June 24, 2016. See *Additional Specifications* below for specific time frames required.

Task #6: The first draft report is due to OHSP four weeks after the first wave of observations, which is July 15, 2016.

TASK #7: The report shall include at a minimum:

A detailed explanation of the methodology used, including observation site selection, collection of observation data, and calculation of results. Reports must show overall safety belt and hand-held use, safety belt and hand-held device use by stratum or region, by vehicle type, time of day, day of week, vehicle occupant sex, estimated age, and seating position. The reports should cross-tabulate results for each stratum/region against vehicle type, for sex against age, and for vehicle type against all other demographics. Other vehicle characteristics and driver demographics, such as ethnicity, are welcomed.

The report shall include at a minimum:

- ✓ Technical Report Page
- ✓ Table of Contents
- ✓ Executive Summary
- ✓ Tables and Graphs
- ✓ Methodology
- ✓ Site Venues and Schedules including quality control
- ✓ Observations
- ✓ Evaluation
- ✓ Conclusions and Recommendations

The report shall be formatted in adherence to the *The Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting*. In addition, the report shall be prepared using MS Word 2010, in Arial 10 font, and must be thoroughly proofread.

Task #8: The grantee shall provide OHSP the restraint and hand-held device use percentage by September 23, 2016.

Task #9: A draft report following the second wave of observations is due to OHSP no later than September 23, 2015.

Task #10: The grantee will provide OHSP a final report by September 30, 2015. All activity related to this grant must be completed by September 30, 2015.

### **Additional Specifications**

OHSP and the National Highway Traffic Safety Administration (NHTSA) must review and approve all methodology before it can be put into practice. It shall be the responsibility of the grantee to secure such approvals before training observers and conducting observations, with sufficient lead time before activity begins. Expect 14 days for OHSP review and at least 60 days for NHTSA review.

Observations must take place in the following time frame:

- *Click It or Ticket* post-survey: must begin the Tuesday after Memorial Day, May 31, 2016, with initial surveys to be completed by June 17, 2016. The estimate of statewide safety belt and hand-held device use is due by June 24, 2016.
- The annual Labor Day survey: must begin the Tuesday after Labor Day, September 6, 2016, with surveys to be completed by September 20, 2016. The estimate of statewide safety belt and hand-held device use is due by September 23, 2016. All activity for this grant must end on September 30, 2016.

Uniform criteria currently require observations take place on every day of the week and during all daylight hours.

The grantee may conduct the survey by either paper or electronic collection of observation data, or the grantee can choose both so long as deadlines are met and accuracy is not compromised. All intersections with traffic controls in observed counties must be included in the site selection pool.

The organization awarded the grant must agree to abide by the OHSP Grant Management Requirements, (see Attachment "C"). Following the selection of a successful proposal, the grantee must complete a formal grant application using OHSP's web-based grant application to finalize grant details. All OHSP grants are administered on a reimbursement basis. All grant-related costs incurred are first paid by the grantee, the grantee bills OHSP, and then OHSP reimburses the grantee. Quarterly progress and financial reports are required, even for quarters with no activity.

Funding for this project is contingent upon the availability of U.S. Department of Transportation Highway Safety Funds in each fiscal year. Changes in federal programs and/or funding may lead to changes in OHSP programs requiring reasonable accommodations from grantees to keep existing projects consistent with organizational goals. OHSP appreciates the difficulty of adjusting plans and appreciates grantees' flexibility in adapting projects to evolving conditions. The grantee will receive immediate notice of proposed changes and has the right to refuse project expansions beyond their capabilities, in which case supplemental assistance may be sought.

It is the policy of OHSP that the maximum indirect cost rate that can be charged to any grant is 20 percent.

This grant is awarded for two consecutive years unless the grantee does not abide by the timeline and the deliverables, or unless the grantee chooses not to renew the grant.

The applicant selected for this project must demonstrate prior experience working with agencies in developing and analyzing surveys and survey results.

Proposals must include a minimum of two (2) examples demonstrating similar projects completed by the applicant.

Recent observation survey reports are available at: [http://www.michigan.gov/msp/0,1607,7-123-1645\\_3501\\_49814---,00.html](http://www.michigan.gov/msp/0,1607,7-123-1645_3501_49814---,00.html) (follow <http://www.michigan.gov/ohsp>, "Publications, Forms & Statistics," "Statistical Information," "Traffic Safety Research").

Federal regulations are available at:  
<https://www.federalregister.gov/articles/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>

## **DUE DATE**

All proposals for this project must be received at OHSP by Tuesday, September 1, 2015. Proposals must be submitted electronically in Adobe Acrobat or Microsoft Word. Electronic proposals **MUST** be emailed to all three addresses listed: [KechkayloA@michigan.gov](mailto:KechkayloA@michigan.gov), [Farnumk@michigan.gov](mailto:Farnumk@michigan.gov), and [KilvingtonC@michigan.gov](mailto:KilvingtonC@michigan.gov).

**Contact information**

Please direct any questions about this grant opportunity to:

Charlotte Kilvington

Office of Highway Safety Planning

333 South Grand Avenue, P.O. Box 30634

Lansing, MI 48913-0634

(517) 241-2582

KilivingtonC@michigan.gov